

sincere先施

THE SINCERE COMPANY, LIMITED

先施有限公司

(Incorporated in Hong Kong with limited liability)

(於香港註冊成立之有限公司)

(Stock code: 0244)

(股份代號：0244)

NOTIFICATION LETTER 通知信函

6 May 2024

Dear Shareholders,

**The Sincere Company, Limited (the “Company”)
– Notice of publication of the circular dated 6 May 2024 (the “Current Corporate Communication”)**

The English and Chinese versions of the Current Corporate Communication is available on the website of the Company at www.sincere.com.hk and the website of Hong Kong Exchanges and Clearing Limited (the “Stock Exchange”) at www.hkexnews.hk. You may access the Current Corporate Communication through the websites of the Company and the Stock Exchange.

Shareholders who have chosen (or are deemed to have consented) to access the Company’s corporate communications* published on the website of the Company in place of receiving printed copies may request for printed copies of the corporate communications to be sent to them. Shareholders who for any reason have difficulty in accessing the Current Corporate Communication posted on the website of the Company will, upon request in writing to the Company c/o Tricor Tengis Limited, the share registrar and the transfer office of the Company (the “Share Registrar”), at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 244-ecom@hk.tricorglobal.com, be sent the Current Corporate Communication in printed form free of charge.

If you wish to receive printed version(s) of the Current Corporate Communication, please complete Part A of the Change Request Form on the reverse side of this letter and return it to the Company c/o the Share Registrar by using the mailing label (applicable for posting within Hong Kong only) or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com. The Change Request Form may also be downloaded from the website of the Company at www.sincere.com.hk or the website of the Stock Exchange at www.hkexnews.hk.

You are entitled to change the choice of means of receipt and/or language of the Company’s future corporate communications at any time by completing Part B of the Change Request Form on the reverse side of this letter and returning it to the Company c/o the Share Registrar at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com.

Should you have any questions in relation to this letter, please call the dial-up hotline at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
The Sincere Company, Limited
Lin Xiaohui
Chairman

* Corporate communications mean any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities, which include but are not limited to (a) directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

致列位股東：

**先施有限公司(「本公司」)
– 日期為二零二四年五月六日之通函(「本次公司通訊」)之發佈通知**

本次公司通訊之中、英文版本已上載於本公司網站www.sincere.com.hk及香港交易及結算所有限公司(「聯交所」)網站www.hkexnews.hk。閣下可透過本公司及聯交所網站瀏覽本次公司通訊。

凡已選擇(或被視為已同意)瀏覽在本公司網站登載之本公司之公司通訊*以代替收取印刷本之股東,均可要求索取公司通訊之印刷本。股東如因任何理由瀏覽於本公司網站登載之本次公司通訊時遇有困難,可透過卓佳登捷時有限公司(為本公司之股份過戶登記處)(「股份過戶登記處」),地址為香港夏愨道16號遠東金融中心17樓向本公司提出書面要求或電郵至244-ecom@hk.tricorglobal.com,可獲免費發送本次公司通訊之印刷本。

如閣下欲收取本次公司通訊印刷本,請填妥在本函背面之變更申請表格之甲部,並使用郵寄標籤(僅適用於香港投寄)透過股份過戶登記處寄回至本公司或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com。變更申請表格亦可於本公司網站www.sincere.com.hk或聯交所網站www.hkexnews.hk內下載。

閣下有權隨時更改日後公司通訊之收取方式及/或語言版本之選擇,需填寫本函背面之變更申請表格之乙部,然後送回股份過戶登記處(地址為香港夏愨道16號遠東金融中心17樓)或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com,以通知本公司。

倘若閣下有任何與本函內容有關的疑問,請於辦公時間內(星期一至星期五(香港公眾假期除外)上午9時正至下午5時正)致電電話熱線(852) 2980 1333查詢。

代表
先施有限公司
主席
林曉輝
謹啟

二零二四年五月六日

* 公司通訊指本公司發出或將予發出以供本公司任何證券的持有人參照或採取行動的任何文件,包括但不限於:(a)董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告;(b)中期報告及(如適用)中期摘要報告;(c)會議通告;(d)上市文件;(e)通函;及(f)代表委任表格。

CHANGE REQUEST FORM 變更申請表格

To: **The Sincere Company, Limited (the "Company")**
(Stock Code: 244)
c/o Tricor Tengis Limited
17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong

致: 先施有限公司(「本公司」)
(股份代號: 244)
經卓佳登捷時有限公司
香港夏愨道16號遠東金融中心17樓

Part A I/We have received the Current Corporate Communication ^(Note 5) in English/Chinese or have elected (or am/are deemed to have elected) to receive the Current Corporate Communication in electronic form on the Company's website. I/We would like to request the printed version(s) of the Current Corporate Communication in the manner as indicated below:

甲部 本人/吾等已收取本次公司通訊之英文/中文印刷本或已選擇(或被視為已選擇)收取於本公司網站登載的本次公司通訊電子版本(附註5)。本人/吾等現欲索取下列所示之本次公司通訊印刷本:

(Please mark a "✓" in ONLY ONE of the following boxes 請僅在下列其中一個空格內劃上「✓」號)

- to receive the **printed English version** of the Current Corporate Communication; **OR**
收取本次公司通訊之英文印刷本; 或
- to receive the **printed Chinese version** of the Current Corporate Communication; **OR**
收取本次公司通訊之中文印刷本; 或
- to receive both **printed English and Chinese versions** of the Current Corporate Communication.
同時收取本次公司通訊之英文及中文印刷本。

Part B I/We would like to change the choice of language or means of receipt of all future corporate communications of the Company in the manner as indicated below:

乙部 本人/吾等現欲更改選擇有關本公司日後刊發的所有公司通訊之語言版本或收取途徑如下:

(Please mark a "✓" in ONLY ONE of the following boxes 請僅在下列其中一個空格內劃上「✓」號)

- to access all future corporate communications by electronic means through the Company's website at www.sincere.com.hk (the "Web Version") instead of receiving printed copies, and receive a notification of the publication of the corporate communications on the Company's website; **OR**
透過本公司網站www.sincere.com.hk以電子方式存取所有日後公司通訊(「網上版本」), 以代替收取印刷本, 並收取公司通訊已在本公司網站登載之通知; 或

My/Our email address:

本人/吾等之電郵地址:

(Please ensure information properly filled in for notification of publication of all future corporate communication. 請確保資料正確填寫以供通知日後發佈的所有公司通訊之用。)

- to receive the **printed English version** of all future corporate communications only; **OR**
僅收取所有日後公司通訊之英文印刷本; 或
- to receive the **printed Chinese version** of all future corporate communications only; **OR**
僅收取所有日後公司通訊之中文印刷本; 或
- to receive both **printed English and Chinese versions** of all future corporate communications.
同時收取所有日後公司通訊之英文及中文印刷本。

Shareholder's full name

股東全名:

Signature

簽名:

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address

地址:

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact telephone number

聯絡電話號碼:

Date

日期:

Notes 附註:

- Please complete all your details clearly. Any Change Request Form that has not been completed clearly or otherwise incorrectly completed will be void at the discretion of the Company.
請 閣下清楚填寫所有資料。本公司將酌情決定任何未有清楚填寫或填寫不正確之變更申請表格無效。
- By selecting to receive the Website Version of the corporate communications instead of receiving printed copies, you have expressly consented to waive the right to receive the corporate communications in printed form.
於選擇收取公司通訊之網上版本以代替收取印刷本後, 閣下已明示同意放棄收取公司通訊印刷本的權利。
- If your shares are held in joint names, the Shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.
如屬聯名股東, 則本變更申請表格須由該名於本公司股東名冊上就聯名持有股份具姓名位列首位的股東簽署, 方為有效。
- For the avoidance of doubt, the Company does not accept any special instructions written on this Change Request Form.
為免存疑, 本公司概不接受於本變更申請表格上書寫之任何額外指示。
- Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of the Company's securities, including but not limited to: (a) directors' report, annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) interim report and, where applicable, its summary interim report; (c) notice of meeting; (d) listing document; (e) circular; and (f) proxy form.
公司通訊指本公司發出或將予發出以供其任何證券的持有人參照或採取行動之文件, 包括但不限於: (a)董事會報告、年度賬目連同核數師報告以及(如適用)財務摘要報告; (b)中期報告及(如適用)中期摘要報告; (c)會議通告; (d)上市文件; (e)通函; 及(f)代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- (i) "Personal Data" in this statement has the same meaning as "personal data" defined in the Personal Data (Privacy) Ordinance, Cap 486 (the "PDPO"), which may include but not limited to your name, contact telephone number and mailing address.
本聲明中之「個人資料」相等於《個人資料(私隱)條例》(第486章)(《私隱條例》)所定義之「個人資料」, 當中可能包括但不限於 閣下之姓名、聯絡電話號碼及郵寄地址。
- (ii) Your supply of Personal Data is on a voluntary basis for the purpose of receiving the Current Corporate Communication in the manner chosen. Your Personal Data will be retained for such period as may be necessary for our verification and record purposes.
閣下是自願提供個人資料, 以便按 閣下選擇之方式收取本次公司通訊。本公司將在有需要之期間, 保存 閣下之個人資料作核實及記錄用途。
- (iii) You have the right to request access to and/or correction of the respective Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing addressed to the Privacy Compliance Officer of Tricor Tengis Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to is-enquiries@hk.tricorglobal.com.
閣下有權根據《私隱條例》中的條款, 查閱及/或修改 閣下之個人資料。任何相關查閱及/或修改個人資料之要求均須以書面方式郵寄至香港夏愨道16號遠東金融中心17樓或電郵至 is-enquiries@hk.tricorglobal.com 向卓佳登捷時有限公司的私隱事務主任提出。

MAILING LABEL 郵寄標籤

Tricor Tengis Limited
卓佳登捷時有限公司
Freeport No. 簡便回郵號碼10 GPO
Hong Kong 香港
The Sincere Company, Limited (244)
先施有限公司(244)

Please cut the mailing label and stick it on an envelope to return this Reply Form to us.

No postage stamp is required for local mailing
閣下寄回此回條時, 請將郵寄標籤剪貼於信封上。

如在本港投寄, 閣下無須貼上郵票